

	Mar. 2006	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2007	Feb.
Conferences		Splash Bash Apr. 4-6 New York City TravelCom Apr. 17-19 New York City	International Pow Wow May 6-10 Orlando, FL		DMAI Annual Convention Jul. 19-22 Austin, TX	ESTO Aug. 19-22 St. Paul, MN		TIA Marketing Outlook Forum Oct. 11-13 Boca Raton, FL DMAI Destination Management Marketing Institute Oct. 18-20 Columbus, OH	NTA Nov. 3-7 Salt Lake City, UT		ABA Jan. 27-Feb. 1 Grapevine, TX	
Advertising schedule	eBrains Mar. 6-Jun. 4					Late Summer Campaign Dates TBD						
		Spring Campaign Apr. 24-May 14				Image Ad Campaign Dates TBD						
			Image Ad Campaign Dates TBD									
			FSI May 6									
Publications schedule	Sales for Indiana State Tourism publications begin	Spring Cam Apr. 1-Jun. 30					Leaf Cam Sep. 1-Nov. 30				Indiana State Tourism publications become available	
	Online applications available for Indiana State Tourism publications			Sales for Indiana State Tourism publications end June 15 Online applications end June 15								
Special events	Michigan Golf Show Mar. 10-12 Novi, MI Grand Rapids Sport, Fishing and RV Show Mar. 16-19 Grand Rapids, MI Hoosier Hospitality Conference & Marketplace Mar. 21-22 Indianapolis	ISFA annual meeting Apr. 1 Location TBD AICVB Apr. 22, Madison, IN	AICVB May 10 Speedway, IN Enjoy Indiana Week May 13-21 Indiana-Statewide	Media Marketplace Date TBD Chicago, IL Tourism Day at the Indianapolis Indians Jun. 7 Victory Field Tourism Council Meeting Jun. 15 Nashville, IN	Indiana Black Expo Jul. 6-16 Indianapolis	Indiana State Fair Aug. 9-20 Indianapolis AICVB Aug. 9 Elkhart County, IN	Tourism Council Meeting Sep. 21 Lafayette, IN		AICVB Nov. 8 Porter County, IN	Tourism Council Meeting Dec. 7 Location TBD Tour Indiana Annual Meeting Dec. 5-6 Location TBD	Cincinnati Golf Show Jan. 13-15 Cincinnati, OH	West Michigan Golf Show Feb. 10-12 Grand Rapids, MI Chicago Golf Show Feb. 17-19 Chicago, IL

* Dates/projects subject to change.

Contact Information

Indiana Office of Tourism Development
One North Capitol, Suite 100
Indianapolis, IN 46204

Main Phone 317-232-8860
Fax Number.....317-233-6887
State Travel Information800-677-9800
Web Site AddressEnjoyIndiana.com
Industry Web Site.....IN.gov/tourism

To reach any staff member through e-mail, use the following format: first initial, last name@EnjoyIndiana.IN.gov.
EXAMPLE: (John Smith) jsmith@EnjoyIndiana.IN.gov

Staff Contacts

Amy Vaughan, Director 317-233-3261
Carrie Lambert, Marketing Director317-234-2081
Brian Blackford, Development Director317-232-8881
Emiley Matherly, Production Director.....317-234-2085

Angela Hurley, Public Relations Manager317-233-0611
Anicia Richardson, Marketing
Communications Manager..... 317-233-6761
Kari Kuper, Marketing and
Development Manager.....317-232-0600
Juana Johnson, Office Manager.....317-233-3032

Regional Marketing Managers

North Region, Dan Bearss..... 574-862-2275
East Region, Kelleen Larkey260-396-2619
Central Region, Maria Bond..... 317-336-7481
West Region, Rhonda Jones.....765-429-0434
South Central Region, Jocelyn Vare 317-770-8183
South Region, Debbe Jones 812-547-6860

Programs and Services

Tourism Research

The Indiana Office of Tourism Development (IOTD) conducts primary research studies measuring economic impact, marketing effectiveness, and visitor profile. For copies of these reports, visit the industry Web site at IN.gov/tourism.

DK Shifflet Destination Performance Monitor - This research contains information on visitor volume, spending estimates, direct spending, and a complete Leisure Visitor Profile Report. IOTD will use this research as it plans future marketing efforts.

DK Shifflet State Tourism Impact Report - This report includes the economic impact of tourism in the state of Indiana for 2004. Individual county studies can be purchased at a co-op rate through IOTD.

Advertising Effectiveness Study - This study measures the ROI of the state marketing program and includes ad mediums and trip characteristics, and compares results among targeted geographic regions.

Indiana Welcome Centers

Brochure Distribution - As part of the Welcome Center program, Indiana-tourism related organizations meeting simple criteria can distribute their travel brochures, free of charge, through any Welcome Center. For more information, contact Juana Johnson, 317-233-3032.

Strategic Plan

After a series of listening tours, IOTD developed a strategic plan for 2006 entitled "Destination Indiana." Copies of this plan can be found on the industry Web site at IN.gov/tourism.

Marketing Campaigns

Consumer Marketing - IOTD conducts two major marketing campaigns each year, spring and late summer. These campaigns consist of television, cable, and radio advertising. For more information on these campaigns, contact Carrie Lambert, 317-234-2081.

Web site - IOTD currently has a consumer Web site (EnjoyIndiana.com) which it uses to promote travel into the state. This year, the site will undergo a complete redesign, with the revamped site live by late fall.

In addition to the consumer Web site, IOTD maintains a site geared entirely to the industry. All research, contact information, and pertinent industry information can be found at IN.gov/tourism.

This past March, IOTD launched a new site entirely focused on golf, EnjoyIndianaGolf.com. Currently this site contains all the information from the Indiana Golf and Travel Guide and will continue to grow in the coming years.

Public Relations - IOTD pitches feature stories to travel writers and consumer publications, works to generate publicity for Indiana tourism as an industry, publicizes the economic impact of visitor spending, provides media leads to industry partners, and coordinates tourism-related special events. For more information, contact Angela Hurley, 317-233-0611.

Chicago Media Marketplace - IOTD will host a Chicago Media Marketplace in June at the Chicago Hilton. Similar to the event held at the Indianapolis Museum of Art in fall 2005, this trade show-like marketplace will enable Indiana CVBs and attractions to interact with journalists from the Chicago area to inform them about Indiana offerings.

Advertising Opportunities and Publications - IOTD offers many advertising opportunities in its annual publications and on the Web site. These opportunities include:

- Travel Guide (circulation 750,000)
- Travel Map (circulation 750,000)
- Festival Guide (circulation 500,000)
- Play Pack (circulation 350,000)
- Golf Guide (circulation 110,000)
- EnjoyIndiana.com
- Cooperative Marketing Opportunities - Includes various magazines, newspapers, and radio options.

For more information, contact your Regional Marketing Manager.

International Marketing - With membership in the Great Lakes of North America, a seven-state marketing cooperative, IOTD leads the state's efforts in promoting Indiana to overseas travelers. In the last few years, Indiana has attended several international tradeshow and has placed advertisements in both German and United Kingdom travel publications. For more information, contact Brian Blackford, 317-232-8881.

Indiana Tourism Council

The 35-member Indiana Tourism Council, established in 1997, acts as an advisory group to IOTD and is an active forum for planning, decision-making, and consensus-building for Indiana's tourism industry. Nonmembers are encouraged to become involved through workgroup participation. Contact Kari Kuper for more information, 317-232-0600.

Indiana Office of Tourism Development

2006-2007 Planner

